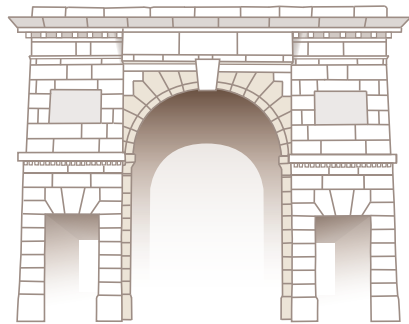# Walled City Partnership
## Delivering Heritage-led Regeneration

# Brand
## Guidelines

# 01. Colour Palette



# Walled City Partnership
## Delivering Heritage-led Regeneration

Our primary colours for our logo are Pantone Warm Grey and Pantone 5415 soft blue. These colours were selected for their earthy qualities and their contrasting balance.

We recommend the Pantone Warm Grey for main title headings and the Pantone 5415 soft blue for complimentary titles or paragraph introduction text.

| Pantone | C M Y K |
|---|---|
| Warm Grey | 0  14  28  55 |
| R   G   B | Web |
| 144 130 112 | #908270 |

| Pantone | C M Y K |
|---|---|
| 5415 pc | 42  8  0  40 |
| R   G   B | Web |
| 111 144 167 | #6f90a7 |

Additional colours used in logo with percentages

| Pantone Cool Grey 10 | Pantone 409 PC | Pantone 410 PC | Pantone 411 PC |
|---|---|---|---|

# **02.** Typography

We chose a serif font for the main title called Liberation Serif Regular. We feel that the font is strong, clear and sophisticated and presents a professional clarity required for the partnership identity. The serif provides a classic feel while the font itself expresses contemporary styling.

Walled City Partnership

Aa
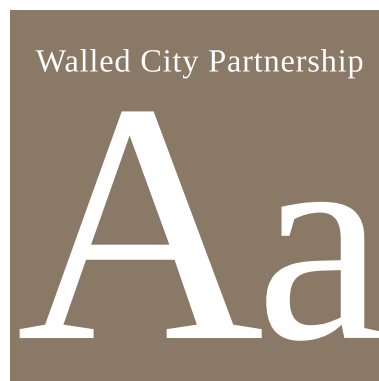
## Walled City Partnership

**Font:** Liberation Serif Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

We chose a non-serif font for the sub-text called Corbel Regular. The font is sharp, has clear lines and presents a soft contrast to the main title font. The two fonts compliment each other with similarities in letter structuring.

Delivering Heritage-Led Regeneration

Aa

## Delivering Heritage-Led Regeneration

**Font:** Corbel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

# **03.** Logo Application

## Standard Logo Usage

We advise that the standard logo should be used exclusively on a white background.

## Reversal Logo Usage

When the logo is being printed on a coloured background then you must use the Reversal Logo Format [2, 3 and 4 opposite]. We recommend these background colours for reversal application. Balance between the logo and the background must be maintained where other background colours are being used.

**01.**

Walled City Partnership
Delivering Heritage-led Regeneration

**02.**

Walled City Partnership
Delivering Heritage-led Regeneration

**03.**

Walled City Partnership
Delivering Heritage-led Regeneration

**04.**

Walled City Partnership
Delivering Heritage-led Regeneration

# 04. Logo Reproduction & Line Width
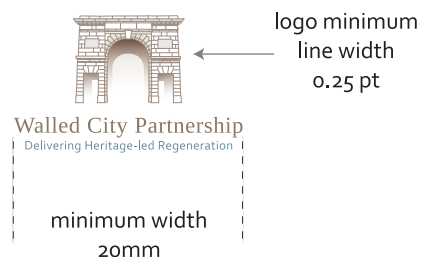
## Line Weight

The logo size should not exceed 20mm in width as the minimum reproduction or application size. Anything below this size may not reproduce correctly on printed materials.

## Scale and Balance

The line weight on the logo should not go below a point size of 0.25 otherwise the lines will not reproduce correctly in printed materials.

Likewise, when the logo is being used for larger scaled reproductions then the line weight needs to be balanced against the overall scale applied.

For general usage the line weight should be 0.4 pt. Please maintain a balance between the logo line weight and the scale of the logo used.

logo minimum line width 0.25 pt

**Walled City Partnership**
Delivering Heritage-led Regeneration

minimum width 20mm

The logo line weight needs to be balanced against the scale of the logo used - the logo opposite has a line weight of 1.5 pt and appears too heavy.
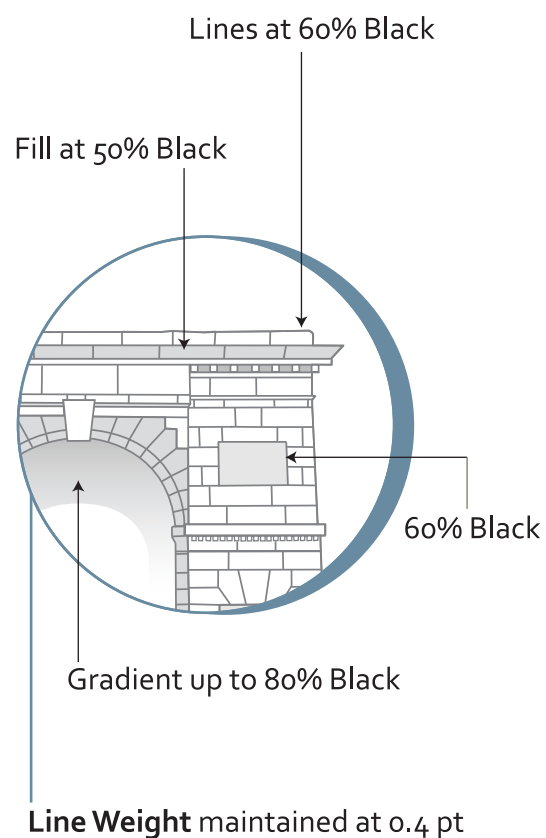
**Walled City Partnership**
Delivering Heritage-led Regeneration

The logo opposite has a line weight of 0.4 pt and has the correct balance required for reproduction.

**Walled City Partnership**
Delivering Heritage-led Regeneration

The logo opposite has a line weight of 0.2 pt and may cause issues in reproduction quality - it appears too light.

**Walled City Partnership**
Delivering Heritage-led Regeneration

Lines at 60% Black

Fill at 50% Black



60% Black

Gradient up to 80% Black

**Line Weight** maintained at 0.4 pt

The logo can be reproduced in a single colour format. This format is ideal for any single colour publications. In such cases the logo will be supplied in this black & white format. The colour application occurs at the printing stage. Artworks are prepared in black & white for single colour publications.



Walled City Partnership
Delivering Heritage-led Regeneration

When published on a solid black background the logo maintains the white inset with all lines in a shade of black and shaded areas in greyscale. The greyscale used is from white to solid black in variations of 10% accordingly.
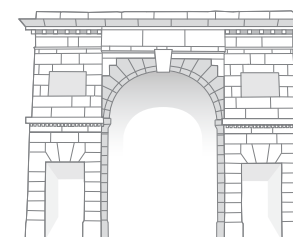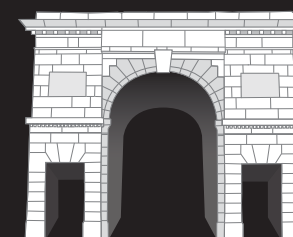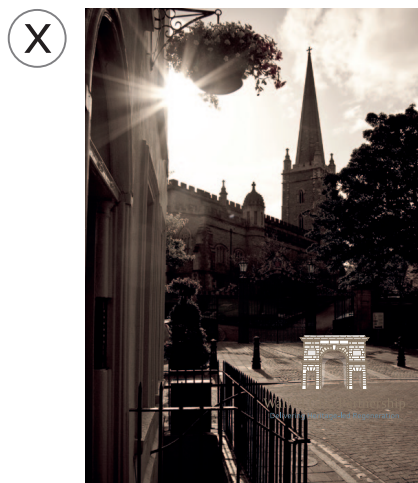


Walled City Partnership
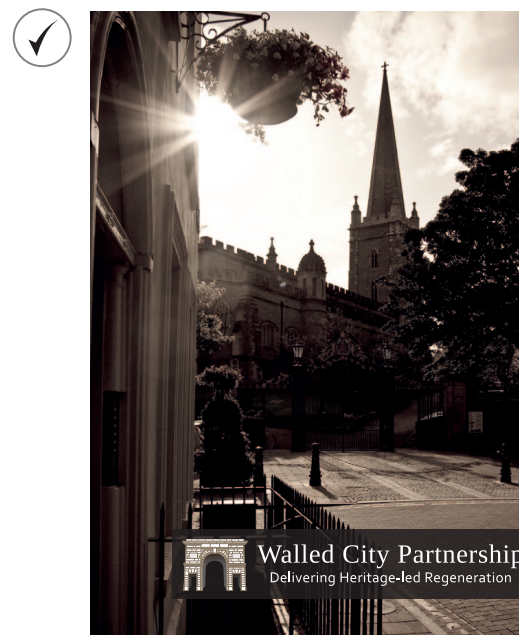Delivering Heritage-led Regeneration

# 06. Images













The logo can be overlaid on images where the appropriate level of contrast exists between the logo and the background placement area of the image. The logo **SHOULD NOT** be placed over a congested background. It follows that if the logo cannot be placed over a congested background then the same applies to text, as this will affect legibility. Therefore, logically, this needs to be addressed correctly by third parties deploying the logo. These samples can be used as general application guidelines.

# 06. Stationery Pack



1. Letterhead

Walled City Partnership
13 Magazine Street
Derry~Londonderry
BT48 6HH

t: 028 71 371037
m: 028 71 371037
wcp.education@derrycity.gov.uk
www.walledcitypartnership.co.uk

2. Compliment Slip

Walled City Partnership
13 Magazine Street
Derry~Londonderry
BT48 6HH

t: 028 71 371037
m: 028 71 371037
wcp.education@derrycity.gov.uk
www.walledcitypartnership.co.uk

With Compliments

3. Business Card - front

Walled City Partnership
Delivering Heritage-Led Regeneration

A. N. Other   General Officer

4. Business Card - back

A. N. Other
General Officer

Walled City Partnership
13 Magazine Street
Derry . BT48 6HH

t: 028 71 371037
m: 028 71 371037
wcp.education@derrycity.gov.uk
www.walledcitypartnership.co.uk

## Walled City Partnership
### Delivering Heritage-Led Regeneration

**Stationery Pack**

The Letterhead, Compliment Slip and Business Card form the basic stationery pack. We have incorporated the stone design element into the design to continue the heritage theme.

1. Letterhead
2. Compliment Slip
3. Business Card - front
4. Business Card - back

## Colour Palette

Pantone
Warm Grey 10

Pantone 5415 PC

Pantone
Cool Grey 10

Pantone 409 PC

Pantone 410 PC

Pantone 411 PC

**Main Title Font:** Liberation Serif Regular

## Walled City Partnership

**Sub-Text Font:** Corbel Regular

Delivering Heritage-Led Regeneration

**Walled City Partnership**
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